

ABSTRACT

An apparatus and method for displaying and packaging cosmetic items. The display case apparatus for cosmetics and other personal care products comprises a housing having an overall shape defining a peripheral edge; a retainer defining a plurality of interstices, said retainer
5 coupled to said housing such that it is co-extensive with at least a portion of the housing peripheral edge, said retainer having a front whereupon a design is visible whereas the plurality of interstices are disposed at pre-determined portions of the design; at least one holding compartment disposed within at least one retainer interstice for receiving an article. The method comprises the steps of providing a design corresponding to a human body portion having pre-
10 determined colors, the design defining interstices at locations in the design corresponding to pre-determined body part segments and disposing within the interstices cosmetic and personal care containers of a pre-determined color or shade complimentary with the pre-determined body part segment.

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